Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) Apparatus for associating a price indicia with each of a first content file and at least a second content file stored at a content database of a content distribution facility, each of the first and at least second content files authored by content creators, said apparatus comprising:

computer readable program code embodied at a non-transitory computer storage medium and forming a content creator database configured to form a listing formed of entries that identify content creators together with historical indicia associated with respective content creators, said historical indicia comprising a categorized value, the categorized value identifying a category group into which a respective content creator is categorized, the category group into which the content creator is categorized dependent upon a sales history of other content files authored by the respective content creator indexed together therewith;

an initial price indicia associator adapted to receive content indicia associated with each of the first and at least second content files stored at the content creator database and adapted to access said content creator database, said initial price indicia associator configured to initially price each of the first and at least second content files with initial price indicia, the initial price indicia being based on the categorized value identifying the category group into which the respective content creator of each of said first and at least second content files is categorized thereby to cause the initial price indicia to be dependent upon the sales history of the other content files authorized by each respective content creator; and

a price indicia adjuster adapted to receive indications of the initial price indicia that said initial price indicia associator associates with each of the first and at least second content files and to receive indications of demand for each of the first and at least second content files, said

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price indicia adjuster configured to adjust the initial price indicia responsive to the demand

therefore, the demand based, at least in part, upon indications of inquiries of availability of the

first and second content files, respectively, and for forming adjusted price indicia associated with

each of the first and at least second content files.

2. - 4. (Cancelled)

5. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia with

which said initial price indicia associator associates with the first and at least second content files

is further directly related, at least in a stepwise manner, with historical demand.

6. (Previously Presented) The apparatus of claim 1 wherein the historical indicia

indexed together with the content creator at the author index formed at said content creator

database categorizes the historical demand into a first historical demand level at least a second

historical demand level.

7. (Previously Presented)   The apparatus of claim 1 wherein the first content file and the

at least the second content file stored at the content database is at least selectably available for

delivery to content consumers and wherein the indications of the demand to which said price

indicia adjuster is adapted to receive further comprise indications related to inquiries relating to

individual ones of the first and at least second content files.

8. (Original) The apparatus of claim 7 wherein copies of the first and at least second

content files are at least selectably available for purchase by the content consumers and wherein

the inquiries selecting to the individual ones of the first and at least second content files

comprise inquiries relating to purchase of copies of the individual ones of the first and at least

second content files.

9. (Original) The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase requests made by the content consumers.

10. (Original) The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase completions made by the content consumers.

11. (Previously Presented) The apparatus of claim 1 wherein said price indicia adjuster is adapted to interactively adjust the adjusted price indicia associated with each of the first and at least second content files.

12. (Previously Presented) The apparatus of claim 1 wherein the indications of demand to which said price indicia adjuster is adapted to receive are applied to said price indicia adjuster at least at successive intervals, dynamically to receive the indications of the demand, and wherein said price indicia adjuster is adapted to further successively form the adjusted price indicia responsive to the indications of the demand received at the at least the successive intervals.

13. (Previously Presented) The apparatus of claim 12 wherein the adjusted price indicia formed by said price indicia adjuster formed at least at the successive intervals is adapted to incrementally change prior-formed values of the adjusted price indicia.

14. (Original) The apparatus of claim 1 further comprising a revenue allocator adapted to receive the indications of demand, said revenue allocator for allocating revenues associated with the first and at least second content files.

15.   (Currently Amended) A computer program product comprising non-transitory computer readable storage medium, said computer program product method for distributing content stored at a content database, the content formed of a first content file and at least a second content file, the first and at least second content files authored by content creators, said method for associating a price indicia with each of the first and at least second content files stored at the content database, said computer program producer method comprising:

computer readable program code embodied at the non-transitory computer readable storage medium for associating, at a content distribution facility historical indicia with the content creators, the historical indicia including a categorized value, the categorized value identifying a category group into which a respective content creator is categorized, the category group into which the content creator is categorized dependent upon a sales history of other content of the respective content creator indexed together therewith;

computer readable program code embodied at the non-transitory computer readable storage medium for initially pricing, at the content distribution facility, each of the first and at least second content files with initial price indicia responsive to the categorized values of historical indicia of the respective content creators of each of the first and at least second content files; and

computer readable program cone embodied at the non-transitory computer readable storage medium for adjusting the initial price indicia, at the content distribution facility, with which the first and at least second content files are initially priced during said operation of initially pricing responsive to indications of demand for each of the first and at least second content files, the demand based, at least in part, upon indications of inquiries of availability of the first and second content files, respectively, to form adjusted price indicia associated with each of the first and at least second content files.

16. -17.   (Canceled)

18. (Currently Amended) The computer program product method of claim 15 wherein copies of the first content file and the at least the second content file each are at least selectably available for delivery to content consumers and wherein the indications of the demand for each of the first and at least second content files comprise indications of requests made by the content consumers comprise indications related to at least requests for copies of selected ones of the first and at least second content files.

19. (Currently Amended) The computer program product method of claim 15 wherein said operation of adjusting the initial price indicia further comprises adjusting the adjusted price indicia.

20. (Currently Amended) The computer program product method of claim 15 wherein adjustments to the adjusted price indicia during said operation of adjusting are performed incrementally.

21. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia formed is adjusted based on the delivery mechanism by which content is delivered to a respective content consumer.

22. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia formed is adjusted based on whether a respective content consumer is a commercial content consumer or a non-commercial content consumer.

23. (Currently Amended) The computer program product method of claim 15 wherein the operation of initially pricing further comprises initially pricing each of the first and at least second content files responsive also to the delivery mechanism by which content is delivered to a respective content consumer.

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24. (Currently Amended) The computer program product ~~method~~ of claim 15 wherein the ~~operation of~~ initially pricing further comprises initially pricing each of the first and at least second content files responsive to whether a respective content consumer is a commercial content consumer or a non-commercial content consumer.